

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-33/APP (GP-086-00-US)**

Applicants: **Chad LESTER, et al.**

Serial No.: **10/749,110**

Confirmation No.: **3154**

Filing Date: **December 29, 2003**

Title: **ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL**

Examiner: **Brian J. Gillis**

Group Art Unit: **2441**

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the BPAI Decision included in the prosecution history of U.S. Reissue Application No. 09/577,798 (referred to as "the '798 reissue") (reissue of U.S. Patent No. 5,948,061, which is of record), listed on the attached PTO/SB/08A as reference CG, be considered in the examination of the above-identified application. A copy of reference CG is filed herewith.

In addition, please note that the above-referenced BPAI Decision refers to documents publically available from the file history of the '798 reissue. A transaction history of the '798 reissue is reprinted below for the Examiner's convenience.

Bibliographic Data

Application Number:	09/577,798	Customer Number:	-
Filing or 371 (c) Date:	05-24-2000	Status:	Board of Appeals Decision Rendered
Application Type:	Re-Issue	Status Date:	05-20-2010
Examiner Name:	LANEAU, RONALD	Location:	ELECTRONIC
Group Art Unit:	3714	Location Date:	-
Confirmation Number:	4541	Earliest Publication No:	-
Attorney Docket Number:	16113-1341RE9	Earliest Publication Date:	-
Class / Subclass:	705/014	Patent Number:	-
First Named Inventor:	Dwight Allen Merriman , New York, NY	Issue Date of Patent:	-

Title of Invention: Method of delivery, targeting , and measuring advertising over Networks

Transaction History

Date	Transaction Description
07-25-2010	Document Verification
07-07-2010	Information Disclosure Statement considered
07-07-2010	Information Disclosure Statement (IDS) Filed
07-07-2010	Reference capture on IDS
07-07-2010	Information Disclosure Statement (IDS) Filed
05-24-2010	Electronic Review
05-24-2010	Email Notification
05-24-2010	Mail BPAI Decision on Appeal - Affirmed in Part
05-20-2010	BPAI Decision - Examiner Affirmed in Part
03-25-2009	Email Notification
03-25-2009	Docketing Notice Mailed to Appellant
03-23-2009	Assignment of Appeal Number
12-10-2008	Appeal Awaiting BPAI Docketing
12-01-2008	TC completion of return order
10-20-2008	Email Notification
10-20-2008	Mail Miscellaneous Communication to Applicant
10-14-2008	Miscellaneous Communication to Applicant - No Action Count
10-09-2008	Email Notification

10-09-2008	Change in Power of Attorney (May Include Associate POA)
10-06-2008	Correspondence Address Change
04-24-2002	Information Disclosure Statement considered
04-24-2002	Information Disclosure Statement (IDS) Filed
10-05-2006	Case Docketed to Examiner in GAU
11-08-2005	Order Returning Undocketed Appeal to the Examiner
08-02-2005	Appeal Awaiting BPAI Docketing
07-28-2005	Mail Reply Brief Noted by Examiner
07-25-2005	Reply Brief Noted by Examiner
07-12-2005	Date Forwarded to Examiner
04-12-2004	Reply Brief Filed
06-07-2004	Case Docketed to Examiner in GAU
06-01-2004	Case Docketed to Examiner in GAU
04-12-2004	Workflow incoming amendment IFW
11-10-2003	Oath or Declaration Filed (Including Supplemental)
02-11-2004	Mail Examiner's Answer
02-09-2004	Examiner's Answer to Appeal Brief
10-23-2003	Date Forwarded to Examiner
09-29-2003	Appeal Brief Filed
09-29-2003	Request for Extension of Time - Granted
05-07-2003	Mail Miscellaneous Communication to Applicant
05-05-2003	Miscellaneous Communication to Applicant - No Action Count
04-28-2003	Notice of Appeal Filed
04-28-2003	Request for Extension of Time - Granted
10-28-2002	Mail Non-Final Rejection
10-23-2002	Non-Final Rejection
10-23-2002	Mail Notice of Withdrawn Action
10-23-2002	Letter Withdrawing / Vacating Office Action
10-07-2002	Mail Notice of Informal or Non-Responsive Amendment
10-07-2002	Date Forwarded to Examiner
09-30-2002	Supplemental Response
09-30-2002	Information Disclosure Statement (IDS) Filed
09-30-2002	Information Disclosure Statement (IDS) Filed
07-18-2002	Mail-Petition to Revive Application - Granted
06-10-2002	Petition Entered
05-07-2002	Information Disclosure Statement (IDS) Filed
05-07-2002	Information Disclosure Statement (IDS) Filed
04-24-2002	Oath or Declaration Filed (Including Supplemental)
08-14-2002	Date Forwarded to Examiner
04-24-2002	Informal or Non-Responsive Amendment after Examiner Action
04-24-2002	Response after Non-Final Action
04-24-2002	Request for Extension of Time - Granted
04-23-2002	Case Docketed to Examiner in GAU

11-19-2001	Case Docketed to Examiner in GAU
11-19-2001	Case Docketed to Examiner in GAU
10-24-2001	Mail Non-Final Rejection
10-22-2001	Non-Final Rejection
09-07-2001	Information Disclosure Statement (IDS) Filed
09-07-2001	Information Disclosure Statement (IDS) Filed
08-15-2001	Date Forwarded to Examiner
07-24-2001	Response after Non-Final Action
07-24-2001	Miscellaneous Incoming Letter
07-24-2001	Information Disclosure Statement (IDS) Filed
07-24-2001	Information Disclosure Statement (IDS) Filed
04-04-2001	Information Disclosure Statement (IDS) Filed
04-04-2001	Information Disclosure Statement (IDS) Filed
06-27-2001	Mail Miscellaneous Communication to Applicant
06-27-2001	Miscellaneous Communication to Applicant - No Action Count
04-04-2001	Affidavit(s) (Rule 131 or 132) or Exhibit(s) Received
04-04-2001	Preliminary Amendment
04-04-2001	Miscellaneous Incoming Letter
04-04-2001	Affidavit(s) (Rule 131 or 132) or Exhibit(s) Received
04-24-2001	Mail Non-Final Rejection
04-13-2001	Non-Final Rejection
10-30-2000	Case Docketed to Examiner in GAU
09-14-2000	Application Dispatched from OIPE
09-12-2000	IFW Scan & PACR Auto Security Review
10-03-2000	Notice of Reissue Published in Official Gazette
09-06-2000	Application Is Now Complete
09-06-2000	Correspondence Address Change
06-27-2000	Notice Mailed--Application Incomplete--Filing Date Assigned
06-27-2000	Correspondence Address Change
05-24-2000	Initial Exam Team nn

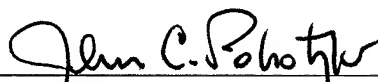
The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since this Information Disclosure Statement ("IDS") is being filed with a Request for Continued Examination, it should be considered under 37 C.F.R. § 1.97(b)(4). **Accordingly, it is believed that no additional fee is due.** If, however, any

additional fee is due, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

November 16, 2010

A handwritten signature in dark ink, appearing to read "John C. Pokotylo", written over a horizontal line.

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